

Wakefern Food Corporation - Shop Rite (ROU Access Primary supplier # 425769)			
RJR3rd and 4th Quarter 1997 PROMOTION CALENDAR			UPDATED 7/25/97
July	August	September	October
Accrual/Defense Program Start Date _____ End Date _____ 	Accrual/Defense Program Start Date 8/24/97 End Date 9/27/97 WINSTON \$2 Price Plus Program DORAL \$2 Price Plus Program 	Accrual/Defense Program Start Date 8/24/97 End Date 9/27/97 WINSTON \$2 Price Plus Program DORAL \$2 Price Plus Program 	Accrual/Defense Program Start Date _____ End Date _____
Value Added Promotion Temp. Display Approved _____ 	Value Added Promotion Temp. Display Approved _____ 	Value Added Promotion Temp. Display Approved _____ 	Value Added Promotion Temp. Display Approved _____
Doral or Forsyth Programs Start Date 7/20/97 End Date 8/23/97 WORTH \$2 Price Plus Program DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse 	Doral or Forsyth Programs Start Date 7/20/97 End Date 8/23/97 WORTH \$2 Price Plus Program DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse 	Doral or Forsyth Programs Start Date _____ End Date _____ DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse 	Doral or Forsyth Programs Start Date _____ End Date _____ DORAL On Carton Inserts Placed on cartons at Wakefern Warehouse
Other Programs Start Date _____ End Date _____ 	Other Programs Start Date _____ End Date _____ 	Other Programs Start Date _____ End Date _____ 	Other Programs Start Date _____ End Date _____
Contract Information Varies by Shop Rite Member Store or Group. Retail Accrual Programs should be conducted in all independently owned Shop Rite Stores. All Shop Rite Stores receive the benefit of Price Plus in addition to any independently run Accrual Programs			
Chain Involvement on Specific Program or Promotion Wakefern provides POS for carton sections, advertising Price Plus Program. Stores also make Price Plus signage. See store "sign maker" to have signs made.			
RJR Manager <u>Nick Kuruc</u> Voice Mail # <u>43778</u>		Retailer _____ Date <u>7/25/97</u>	